

## TRACE URBAN LANDS THE COOLEST TV CHANNEL AND COOLEST TV MUSIC CHANNEL AWARDS



**TRACE has again proven to be among the coolest among the country's youth, winning big at the annual Generation Next Awards.**

**The annual awards** has become an industry performance benchmark for top performing South African brands. Now in its 14th year, the annual youth trends and insights gathering was held at the Sandton Convention Centre on Thursday June the 14th .

Senior Vice President for TRACE Southern Africa, Leo Manne, is encouraged by the accolades: "The brand is undergoing several changes to ensure that we continue to deliver the best in Afro-urban culture and being recognised by the markets we serve is all the motivation we need to keep going full steam ahead."

To showcase the winning brands and trends, the annual Generation Next supplement will be published in the Sunday Times of 17 June 2018.

Follow TRACE on social media for more on the big win and what the kids say about the brand:

**Facebook** - TRACE Southern Africa  
**Twitter** - @TRACE\_Inter and @TRACEAfrica\_  
**Instagram** - @tracesouthafrica and @traceafrica\_

### ABOUT TRACE

TRACE is a global broadcast and digital media company specialized in afro urban music and entertainment. Through its 22 pay TV channels, radios, online and mobile services, TRACE connects with a 200 million multicultural audience in more than 160 countries. Launched in 2003 following the acquisition of the eponym print magazine, TRACE has become the leading media brand for lovers of afro urban culture in the world and especially in Sub Saharan Africa, Europe, the Caribbean and the Indian Ocean.

[www.trace.company](http://www.trace.company)

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